Conducting an environmental scan to obtain business information

1. Define the term environmental scanning.
2. Identify environments that businesses should scan to obtain **marketing** information.
3. Discuss the purpose of environmental scanning.
4. Discuss factors involved in conducting an environmental scan (e.g., influencing the demand/need for services /products, the supply or production of services / products.).
5. Explain reasons for conducting an environmental scan. What answers are they looking for?
6. What is the PESTEL method of doing a SCAN?
7. Describe tools or resources that are used to conduct environmental scans.
8. Discuss the use of environmental scans to facilitate management decision making.
9. Demonstrate procedures and resources for conducting an environmental scan.

Activity: With a partner:

1-Conduct an overall environmental scan to identify ways in which economic, legal, political, socioeconomic, global, and technological environments are impacting <u>local businesses in general.</u>

> *Conduct both primary (based on your findings) and secondary (based on someone else's findings) research to determine how these different factors are affecting the businesses, as well as how the businesses are having to respond to those factors.*

2-Develop a brief written report discussing your findings.

This report will provide an information base for your own business idea's environmental scan.

Revised:
1) Choose a business to do an environmental scan with the following
Political:
Economic:
Socio-cultural:
Technological;

And how these are impacting the business. Partner one completes his findings and partner two does findings

The findings should be how they affect the business and how the business responds to them

2) Brief written report

Due 3/23/16

**choose a good business because you will use this same business for obj 3 and 4